



Contact:
Julie Cooley
Director of Marketing Communications
317.867.8363
jcooley@imminet.com

IMMI Partners with Uber to Bring Child Seats to Their Car Service

For Immediate Release: May 5, 2014, Westfield, Indiana - IMMI®, the leading manufacturer of restraints and buckles for all major North American child seat makers, is teaming up with Uber®, the country's fastest growing car service, to provide safer transportation for families with children. Just in time for Mother's Day, Uber will launch its Family Service program in New York City, providing their drivers with the IMMI Go™ child seat.

"This is a groundbreaking commitment to safety that Uber is making in the car service industry," said Larry Gray, IMMI CEO. "Because Uber is providing parents with the IMMI Go, families who are traveling or using Uber for short trips around town will no longer have to carry car seats to secure their kids. It's a perfect fit for the industry."

The IMMI Go is a lightweight, safe, and mobile alternative for safety-minded parents to carry around. The IMMI Go is also designed to take up little room in the trunk of Uber's vehicles, leaving plenty of space for travelers' luggage.

Uber's Family Service program giving parents this safe and convenient option is rolling out across the United States in the coming months and years.

The IMMI Go seat, which is manufactured in Westfield, is currently only available for distribution to the car service and rental car industry, as well as to emergency services for municipalities and state agencies.

About IMMI

IMMI®, based in Westfield, Ind., is the leader in the design, testing and manufacturing of advanced safety systems. IMMI produces hundreds of innovative products for various industries, including the school bus, commercial vehicle, fire/ambulance, child seating, military, off-road, UTV, outdoor, and motorcoach industries. IMMI is also home to CAPE®, the Center for Advanced Product Evaluation, which was awarded the 2011 Crash Test Facility of the Year by *Automotive Testing Technology International Magazine*. Privately owned and operating facilities in North America, Asia and Europe, IMMI is dedicated to Bringing Safety to People® around the world.

